



REVENUE OPTIMIZATION CONFERENCE

A Commercial Strategy Event



11th-12th May 2023

MARINA BAY SANDS **SINGAPORE**

Masterclass: Connecting the dots with your Data **AT**



REVENUE OPTIMIZATION CONFERENCE

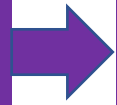
Philip Schaez
Founder & Managing Director
Cube Thinking

11th-12th May 2023
MARINA BAY SANDS SINGAPORE

Some Insights



The online travel market size 2021 was \$433



Expected to reach \$690 billion by 2026 (Statista 2023)

★ ★ ★
4 in 5 hotel customers who have been asked to leave a review do so

73% Of Tourists Say That They Plan To Stay In An Eco-Friendly

86% of travel agents are in favor of modernizing the user experience to boost online travel sales ([Travelport](#)).

Comparing too many options is challenging and becomes a roadblock (Travelport).

The typical hotel has to make 5 million pricing decisions each year (Mike Chuma, IDEaS)

46% of those booking say they are influenced by previous experience, 41% say reviews and 39% say price (PhocusWire).

Online sales will generate 73% of revenue in the travel & tourism sector by 2026

Travelers visit 38 sites on average to finalize and book their travel plans (Skift)

By far the highest impact of AI will be seen in TRAVEL (McKinsey)

67% Of High-Income Tourists Choose To Spend Money On Experiences Over Expensive Hotel Rooms

Data Traces and What about it?



**Travellers leave data traces
everywhere, throughout the End-to-
End Guest Journey**

More important!

**What data is relevant?
What data can aid to:**

- a) To drive traffic and conversion
- b) Enhance the guest experience, hence satisfaction

We need to understand where those traces are left and how to gather them!



CONSUMER SPENDING

- Who spends the money?
- Where do we spent the money?
- On what is it spent?
- What is the Frequency of spending / Travel?
- What is the Length of Stay?



BEHAVIOURAL INFORMATION

- Where is the research conducted?
- How and where do they book?
- Why do they travel?
- Where do they leave reviews?
- What Influencers are being followed?
- When do they research / book
- What are there interest pre-post-during the stay?

Where do we leave traces?

- Google Search
- OTAs
- Website
- Blogs
- CRS
- PMS
- POS
- Travel Agent
- Talking to associates
- Etc.

What traces do we leave?

- Where we search
- What we are looking for
- Likes & dislikes
- Where we spend
- On what we spend
- How much we spend
- Who we are
- Where we are from
- Other demographics
- Etc.

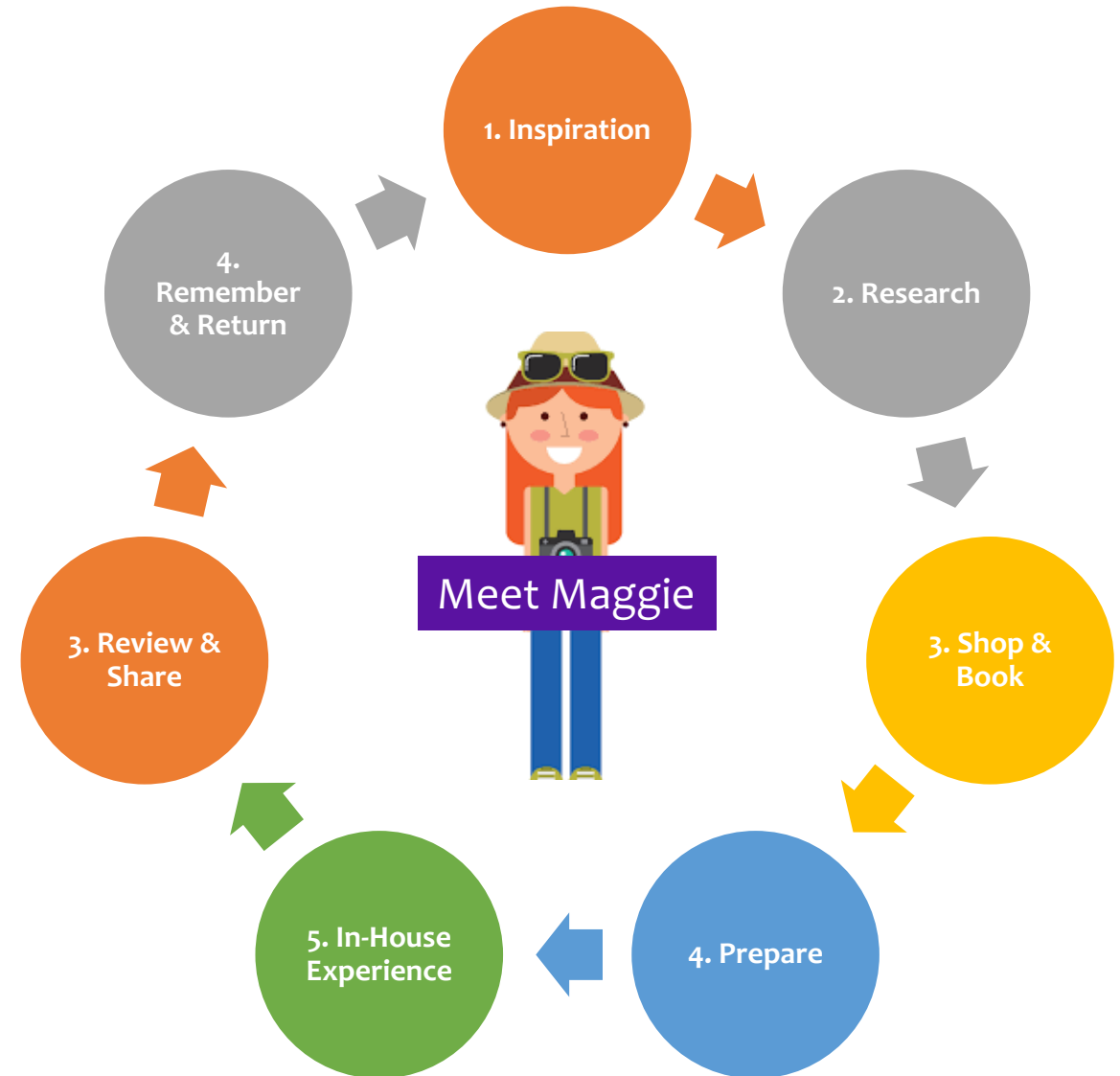
What can we use the traces for?

- Where to promote
- What to promote
- When to promote
- Pricing
- Packaging
- Sales calls
- Advertisement
- PR
- Etc.

The End-to-End Guest Cycle



Typical Cycle a Guest experiences from the initial research to travel to post stay activity

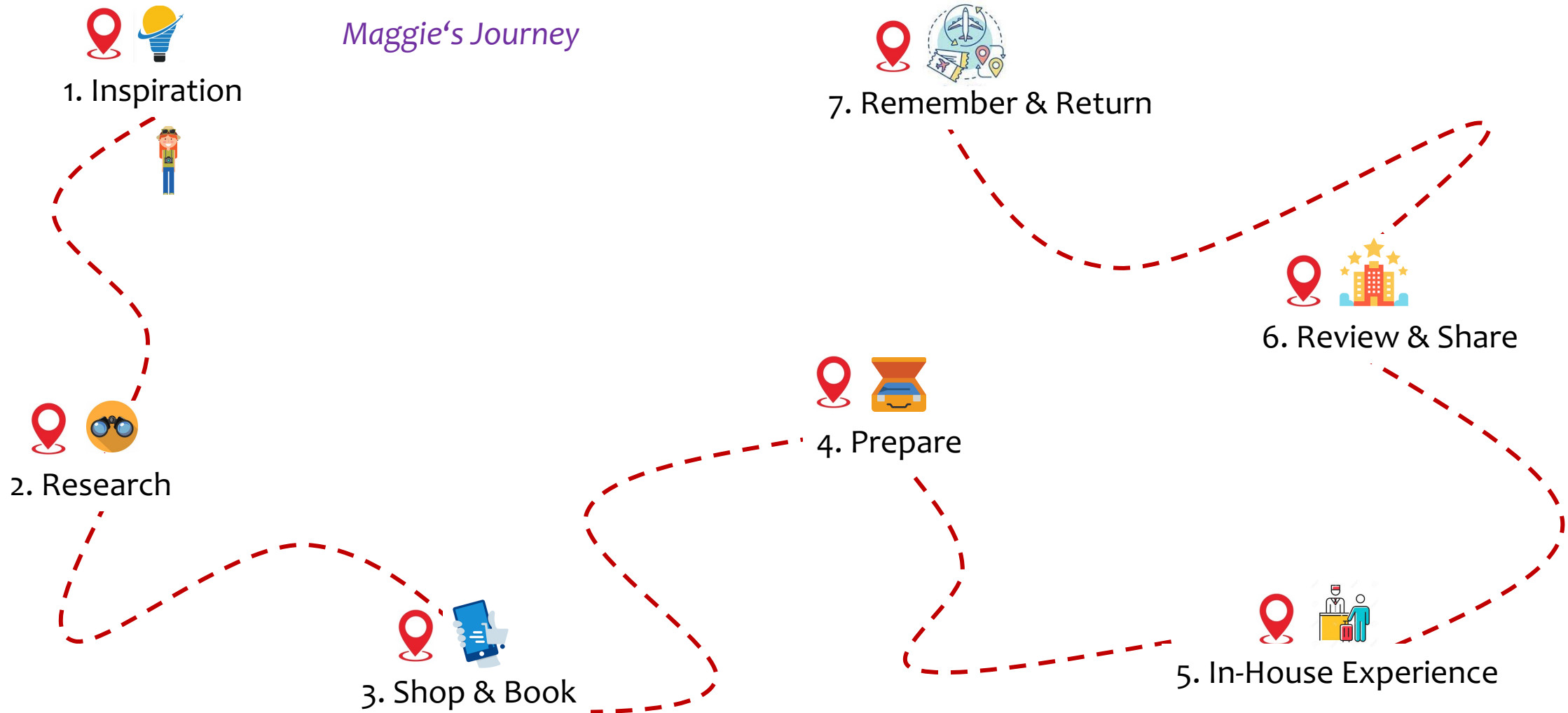


Let's draw **MAGGIE's JOURNEY** on a **MAP...**

The End-to-End Guest Journey



Maggie's Journey



The End-to-End Guest Journey



1. Inspiration



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1			
2			
3			
4			
5			

The End-to-End Guest Journey



1. Inspiration



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1	Travel Blogs	Comments / Questions	- Who to partner with - Personal interests
2	Social	comments, likes or dislikes	Enhance communication channel strategies
3	Digital Media	comments, likes or dislikes	Enhance communication channel strategies
4			
5			

The End-to-End Guest Journey



1. Inspiration



2. Research

The End-to-End Guest Journey



2. Research



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1			
2			
3			
4			
5			

The End-to-End Guest Journey





2. Research

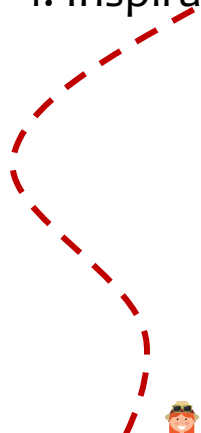


	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1	Travel Blogs	Comments / Questions	- Who to partner with - Personal interests
2	Reviews	Likes, dislikes, comments	Enhance relevant communication strategies
3	Google	Links, Demographics	Building personas
4	brand.com	Links, Demographics	- enhance content - optimise promotions
5	Travel Agents	conversational data	build relevant offers

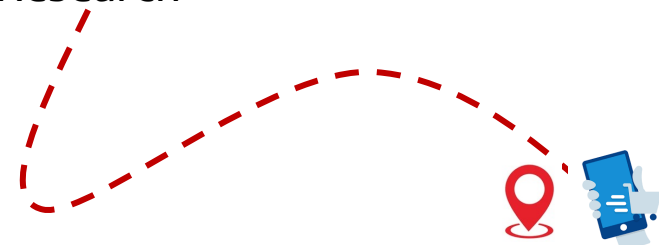
The End-to-End Guest Journey



1. Inspiration



2. Research



3. Shop & Book

The End-to-End Guest Journey



3. Shop & Book



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
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The End-to-End Guest Journey

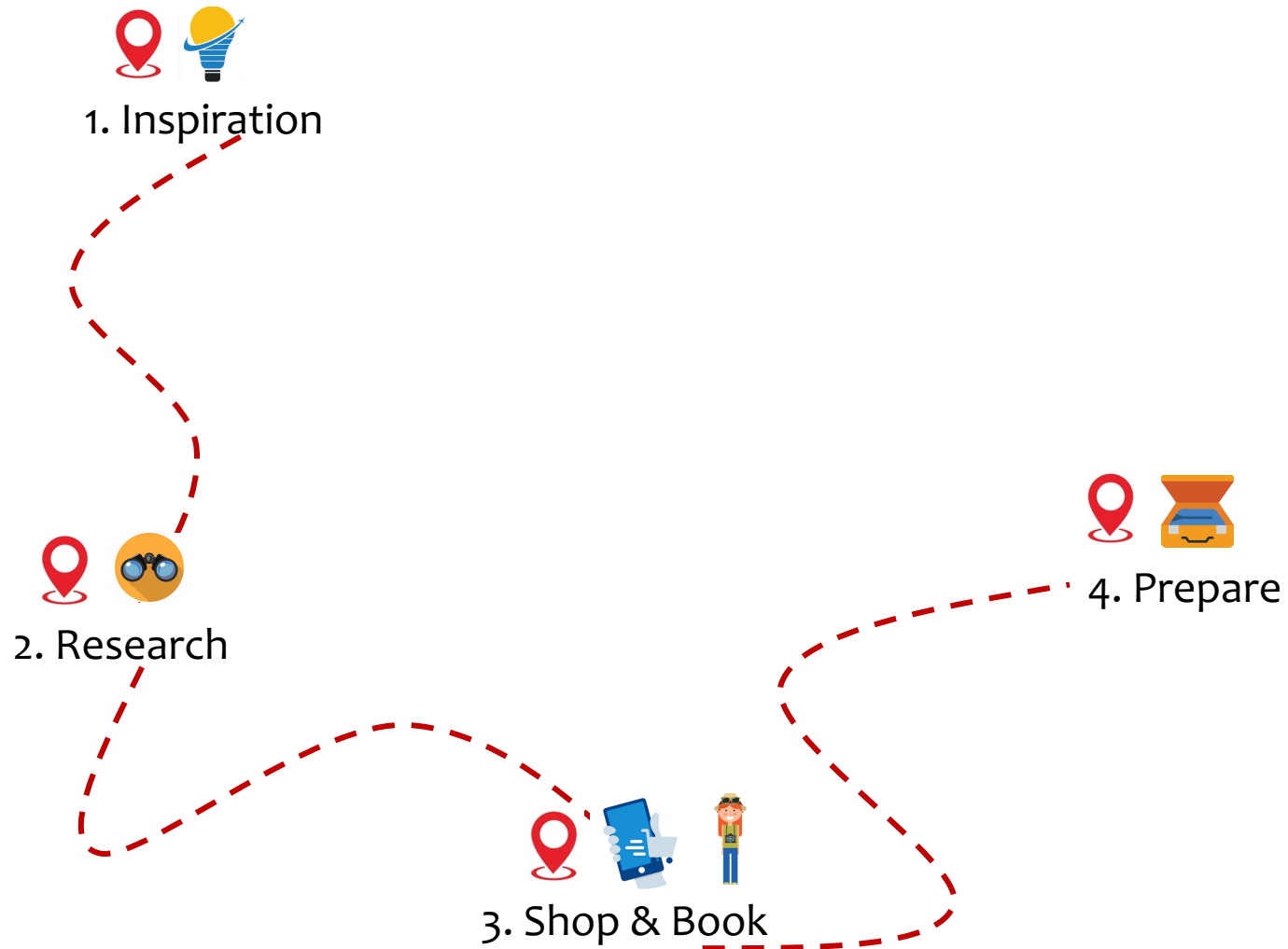


3. Shop & Book



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1	Booking channels	What, Where, When, How	Digital 3rd part promotional activity
2	CRS, IBE	What, Where, When, How	Direct marketing strategies
3	Reservations, Contact Centre	Travel Intend, Segmentation, other interests	- Auxiliary revenue strategy, - Segment strategy - Driving Loyalty
4	brand.com	Links, Demographics	personalised offers
5	Travel Agents	What, Where, When, How	Offline 3rd part promotional activity

The End-to-End Guest Journey



The End-to-End Guest Journey



4. Prepare



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1			
2			
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The End-to-End Guest Journey



4. Prepare



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1	CRS, IBE	pre-arrival requests	enhance packaging & promotional activity
2	Reservations, Contact Centre	pre-arrival requests	personalise pre-arrival communications
3	brand.com	destination interests	enrich content and purchasing experience
4	Travel Agents	pre-arrival requests, in destination activity	dynamic, relevant packaging
5			

The End-to-End Guest Journey




1. Inspiration


2. Research


3. Shop & Book


4. Prepare


5. In-House Experience

The End-to-End Guest Journey



5. In-House Experience



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
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The End-to-End Guest Journey

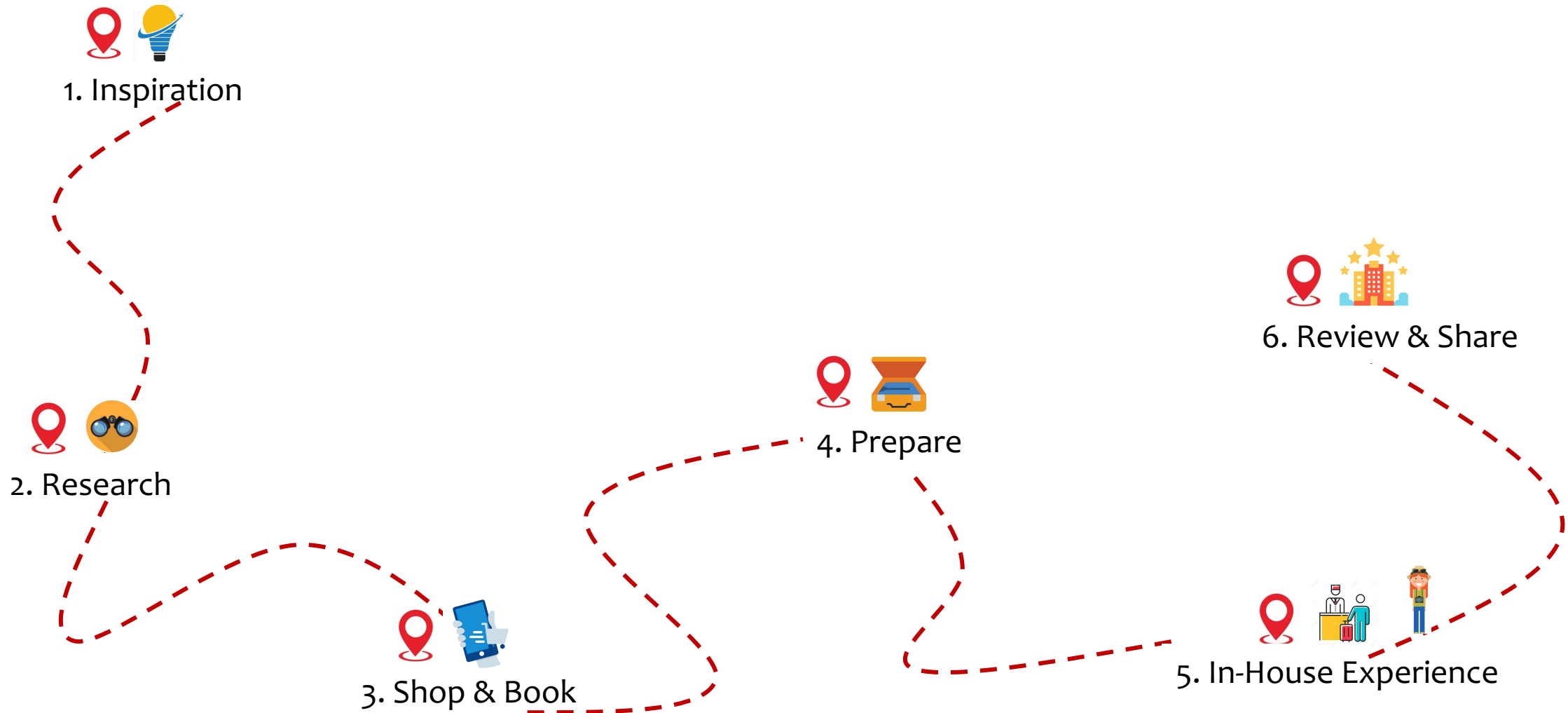


5. In-House Experience



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1	PMS	What, When, \$\$	transactional based commercial strategies
2	POS	What, When, \$\$	transactional based commercial strategies
3	Social	Comments, likes, dislikes	Direct communication strategies
4	Associates	Conversational likes, dislikes, comments	Enhanced personalised experience
5			

The End-to-End Guest Journey



The End-to-End Guest Journey



 
6. Review & Share


	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1			
2			
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4			
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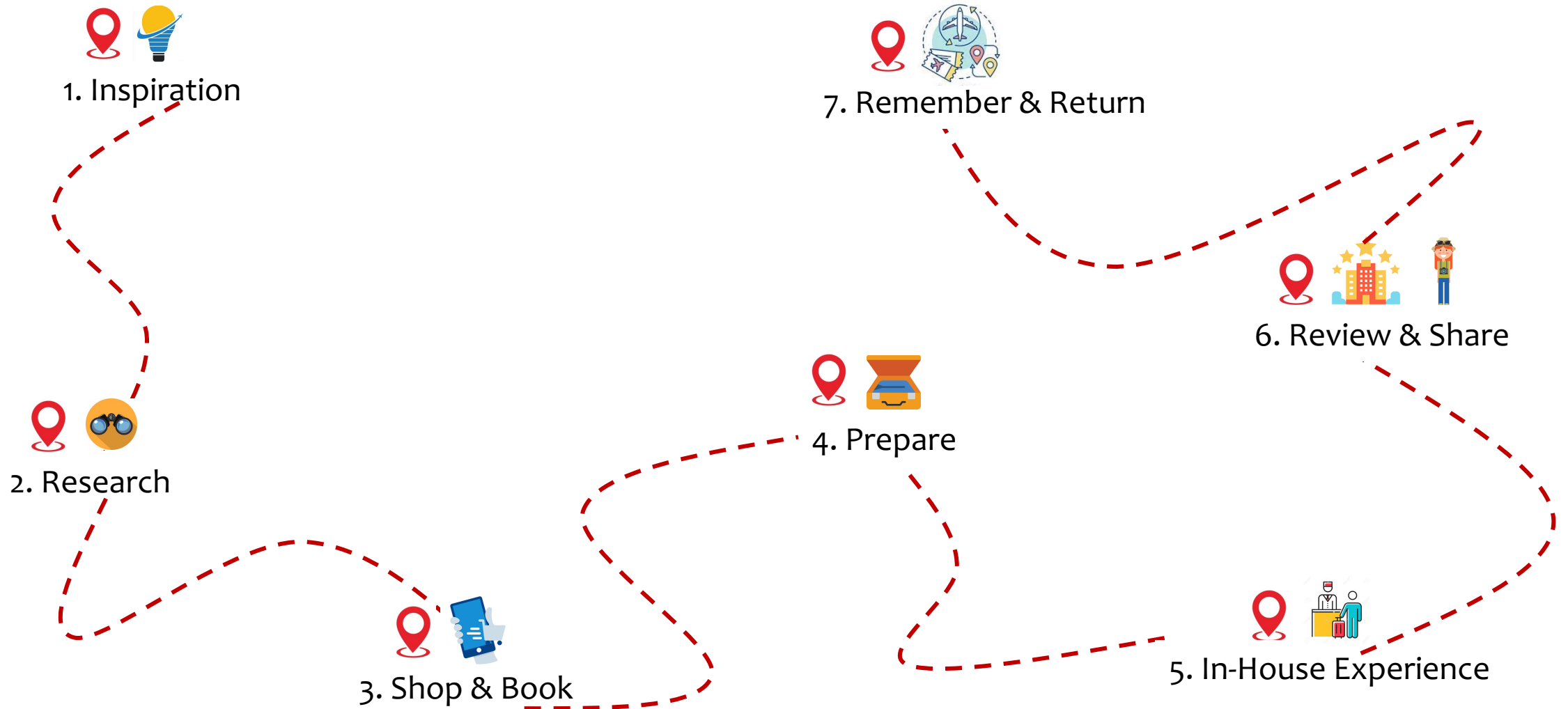
The End-to-End Guest Journey



6. Review & Share

	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1	Reviews	Likes, dislikes, comments	Building Loyalty
2			
3			
4			
5			

The End-to-End Guest Journey



The End-to-End Guest Journey

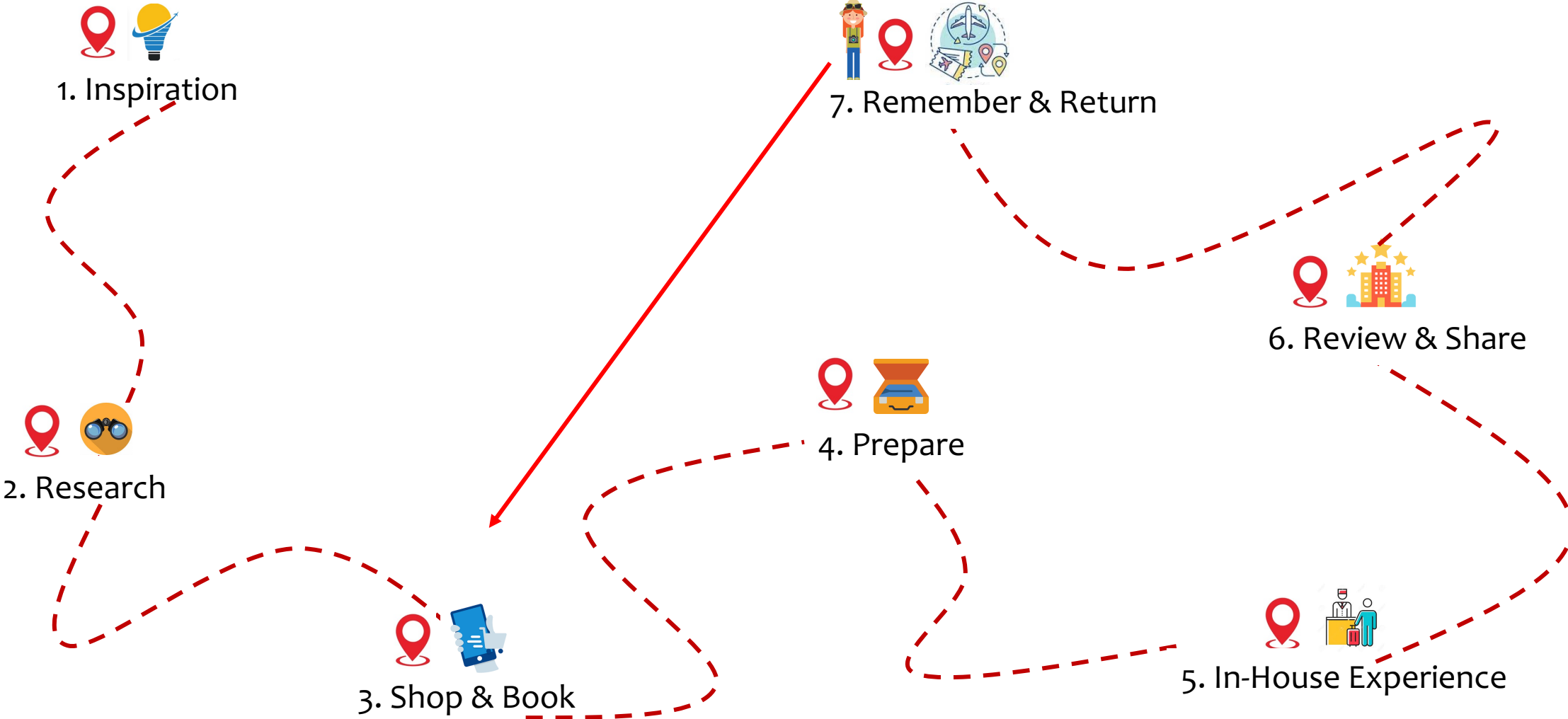


7. Remember & Return



	Where does Maggie leave data traces?	What data traces does Maggie leave behind?	What data can we use for Marketing Purposes and to enhance Maggie's Experience?
1			
2	<p style="text-align: center;"><u>Blend of Inspiration & Research</u></p> <p style="text-align: center;">→ USE TO DRIVE DIRECT TRAFFIC AND BUILT LOYALTY</p> <p style="text-align: center;">→ STARTS WITH CHECK OUT</p>		
3			
4			
5			

The End-to-End Guest Journey



- Data traces are left behind at many places
- Understand what data is relevant
- Differentiate between Transactional and Behavioural traces of data
- Invest time and resources to track relevant data
- Use it as a base for all of your Sales & Marketing efforts
- Mix data with intuition as well!



THANKS!

Questions?

You can find us at:



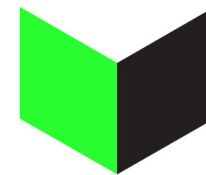
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CUBE

TRANSFORMING FUTURE
PERFORMANCE



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